

CURRICULUM VITAE

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PROFESSIONAL EXPERIENCE

2000 – to Date President and Chief Economist
TeleNomic Research, LLC – Public Policy Research, Herndon, VA.

1998 – 2000 Executive Vice President and Chief Economist
Joel Popkin and Company – Consultants, Washington, D.C.

1981 - 1998 Director, Chief Economist and Senior Manager
Verizon Communications (formally Bell Atlantic Corporation and the Chesapeake & Potomac Telephone Companies), Arlington, VA.

1980 to 1981 Statistical Analyst
Steptoe and Johnson Law, Washington, D.C.

EDUCATION

George Mason University, Fairfax, VA
Completed Ph.D. course work in Economics
Received MA in Economics, 1981
Received BS in Economics, 1979
Omicron Delta Epsilon (Economics Honor Society)
President of Epsilon Kappa Psi Fraternity
Carnegie-Mellon University, Pittsburgh, PA
Advanced Economic Theory, Graduate School of Industrial Administration, June 1985.

PAPERS AND PRESENTATIONS

- "Putting Broadband on High Speed," Economic Policy Institute, Washington, D.C., July 2002.
- "Building a Nationwide Broadband Network: Speeding Job Growth," Steve Pociask, TeleNomic Research, Herndon, VA., Feb. 25, 2002. Also presented on Capital Hill at an event sponsored by the New Millennium Research Council.
- "Long-Distance Entry Barriers and Effects on Wisconsin Consumers," TeleNomic Research, Herndon, VA., Dec. 3, 2001.
- "Despite Failures, Local Competition Thrives," TeleNomic Research, Herndon, VA., Oct. 30, 2001.
- "Measuring Local Competition in a Changing Telecommunications Market," TeleNomic Research, Herndon, VA., Aug. 6, 2001.
- Testimony before the Florida Public Service Commission, Structural Separation Workshop, Docket No. 010345-TP, July 31, 2001.
- "Structural Separation of BellSouth Telecommunications and Its Effects on Florida Consumers," TeleNomic Research, Herndon, VA., July 31, 2001.
- "Competitive and Consumer Benefits: A quantitative Assessment of the In-Region BellSouth Long-Distance Market," TeleNomic Research, Herndon, VA., May 29, 2001.
- "Addition by Division: How Dividing-up Ameritech Indiana Would Add Costs and Harm Consumers," TeleNomic Research, Herndon, VA., May 14, 2001.
- "Structural Separation: Consequences on Michigan Consumers," TeleNomic Research, Herndon, VA., May 9, 2001.
- "Structure, Conduct and Performance of the Long-Distance Market and Consumer Benefits of Long-Distance Competition in Michigan." TeleNomic Research, Herndon, VA., Jan. 26, 2001.
- "Telecommunications: We've Come a Long Way," *St. Louis Post-Dispatch*, Commentary, TeleNomic Research, Dec. 27, 2000.

- "Telecommunications Competition: Is the Act Working?" presented at the Illinois Telecommunications Symposium, Kellogg University, Evanston, IL., Dec. 13, 2000.
- "Interconnection and Peering," presented at the Computer and Communications Industry Association Conference, San Jose, CA., Sept. 18, 2000.
- Testimony on Internet and Broadband issues before the House Subcommittee on Telecommunications, trade and Consumer Protection, Washington, D.C., July 27, 2000.
- "Consumer Benefits to DSL Services: Results and Methodology," Joel Popkin & Co., Washington, D.C., 2000.
- "The Battle for Bandwidth: Is the Battle Over?" panelist, National Conference for State Legislators, Assembly on Federal Issue, Spring Meeting 2000, Washington, D.C., May 5, 2000.
- MCI WorldCom's Sprint Toward Monopoly: An Analysis of the Proposed Telecommunications Merger, with J. Rutner, Economic Policy Institute, Washington, DC, 2000. Also presented at the National Press Club, Washington, D.C. and in Ex Parte with the FCC.
- "The CALLS Plan Revisited: A Quantification of Consumer Benefits," Joel Popkin & Co., Washington, D.C., April 3, 2000, filed with FCC by Alliance for Public Technologies, Washington, D.C.
- "FCC's Antiquated Approach to Regulation Harms Consumers," with J. Rutner, *Washington Legal Foundation's Legal Backgrounder*, Washington, D.C., Feb. 18, 2000, Vol. 15:12.
- USTA Total Factor Productivity Model filed with the FCC in "Reply Comments of the United States Telecom Association," CC Dockets 94-1 and 96-262, Jan. 24, 2000.
- "An Assessment of Consumer Welfare of the CALLS Plan," Joel Popkin & Co., Washington, D.C., Oct. 25, 1999, filed with FCC by Alliance for Public Technologies, Washington, D.C.
- Deregulation and Consolidation of the Information Transport Sector: A Quantification of Economic Benefits to Consumers, Joel Popkin & Co., Washington, D.C., Sept. 29, 1999. Also presented by Stephen Pociask at the Washington Legal

Foundation and by Dr. Popkin at the National Press Club.

- Speaker at the "FCC in the 21st Century" Public Policy Forum, Academic and Organizational Experts Session, June 11, 1999; and (again) participant at FCC public forum on Sept. 30, 1999.
- "Long Distance Mark-ups Above Incremental Costs," Joel Popkin & Co., Washington, D.C., April 1999.
- "Local Telecommunications Competition at Bargain Prices" (published as "Two Degrees of Structural Separation") *America's Network*, Dec. 15, 1998, pp. 38-42.
- "The Economics of Multimedia Data Networking," with Dr. Robert Bonometti, et al., Harvard University Network Infrastructure Symposium, Dec. 1997, MIT press.
- "Cable Deregulation and Competition," Feb. 1994, unpublished.
- "Bell of Pennsylvania - Total Factor Productivity Study," submitted regarding "Bell Atlantic - Pennsylvania, Inc.'s Petition and Plan for Alternative Form of Regulation Under Chapter 30," Docket Nos. P-00930715, P-00930715C001 and P-00930715C002, October 1993. (Results are still in use by state commission.)
- "Benchmarking Toward Best Practices," MD/DC Utilities Association, Fall Conference, Ocean City, MD, Sept. 1993.
- "What You Don't Measure *Can* Hurt You," Benchmarking Against the Best, Conference sponsored by the Institute for International Research, Chicago, IL, June 1991.
- "Uses and Abuses of Geographic Information Systems," National Telecommunications Forecasting Conference, St. Louis, MO, 1990.
- "San Diego Gas & Light Productivity Study: A Critique," Rutgers University Advanced Workshop in Regulation and Public Utility Economics, Monterey, CA, July 1988.
- "The Incentive to Cite," co-authored with Professor Robert Tollison, et al., Journal of Institutional and Theoretical Economics, Univ. of Saarbrücken Press, Germany, Sept. 1987.
- "Productivity and Pricing," U.S. Telecom Association, Annual Conference, Kansas City, MO, 1986.

BellSouth Telecommunications, Inc.
NCUC Docket P-55, Sub 1013
Exhibit SBP-1
July 16, 2002

DOCS 454728

Sprint Complete SenseSM Portfolio Key Messages

- Sprint Complete Sense Unlimited with PCS is the only coast-to-coast bundle that gives customers the freedom to call anytime or anywhere from either their home or wireless phone.
- The Sprint Complete Sense portfolio gives customers the value and simplicity of a single provider and predictable monthly bill.
- The Sprint Complete Sense portfolio of products is unique because it offers customers one of four simple bundles to meet their calling needs.
- Sprint Complete Sense is designed with the customer in mind and gives the customer the power to choose which bundle will best serve their lifestyle.
- The offering of the Sprint Complete Sense product line is a logical progression for Sprint. As an integrated communications provider, Sprint has the wireless and wireline network assets, nationwide distribution channels and the financial stability required to deliver an integrated product offering.
- The combination of Sprint's new portfolio of simple bundles and the company's existing Local Telephone Division gives Sprint the power to provide integrated telecommunications services to more than 85 percent of the households in the U.S.
- Sprint has been a pioneer in the area of bundling for years. Currently, nearly 50 percent of our local telephone customers and more than 20 percent of our wireless customers have residential long distance from Sprint.

For more information, please contact Leslie Letts (913) 794-3654 or Nancy Sherrer (913) 762-7032.

Sprint Complete SenseSM

Product Overview

Sprint Complete Sense Unlimited with PCS

- Unlimited local and local toll calling
- Unlimited LD (domestic state-to-state calling, does not include International)
- Calling features: Voicemail, Call Waiting, Caller ID, Call Forwarding, Notify Me, Three-Way calling and Speed Dial 8
- Unlimited nationwide PCS for \$130 + Sprint Complete Sense residential monthly recurring charge
- Sprint Complete Sense residential has three unlimited price points that can be combined with the \$130 unlimited PCS plan, depending on the state:
 - o \$49.99 + \$130= \$179.99
 - o \$55.99 + \$130= \$185.99
 - o \$59.99 + \$130= \$189.99

Sprint Complete Sense Unlimited

- Unlimited local and local toll calling
- Unlimited LD (domestic state-to-state calling, does not include International)
- Calling features: Voicemail, Call Waiting, Caller ID, Call Forwarding, Notify Me, Three-Way calling and Speed Dial 8
- Sprint Complete Sense residential has three unlimited price points, depending on the state:
 - o \$49.99
 - o \$55.99
 - o \$59.99

*Sprint PCS customers who prefer to stay on their existing plan will receive a five percent discount when they subscribe to Sprint Complete Sense Unlimited.

Sprint Complete Sense 250

- Unlimited local calling
- 250 block of time (7-cents per minute after 250; in-state, and domestic state-to-state calling standard International fees apply)
- Calling features: Call Waiting, Caller ID, Three-Way calling and Speed Dial 8
- Voicemail can be added for \$5.99 per month
 - o \$44.99
 - o \$49.99
 - o \$54.99

*Sprint PCS customers who prefer to stay on their existing plan will receive a five percent discount when they subscribe to Sprint Complete Sense Unlimited.

Sprint Complete Sense 50

- Unlimited local calling
- 50 block of time (7-cents per minute after 50; in-state, and domestic state-to-state calling standard International fees apply)
- Calling features: Call Waiting, Caller ID, Three-Way calling and Speed Dial 8
- Voicemail can be added for \$5.99 per month
 - o \$34.99
 - o \$39.99
 - o \$44.99

*Sprint PCS customers who prefer to stay on their existing plan will receive a five percent discount when they subscribe to Sprint Complete Sense Unlimited.

	SCS Unlimited with PCS	SCS Unlimited	SCS 250	SCS 50
Local/ Local Toll Long Distance	Unlimited	Unlimited	Unlimited	Unlimited
Wireless	Unlimited	5% discount	5% discount	N/A
Voicemail	Included	Included	\$5.99/mo	\$5.99/mo
Monthly Price	\$179.99- 189.99	\$49.99-59.99	\$44.99-54.99	\$34.99- 44.99

** Sprint Complete Sense Customers can add a \$3.00 monthly recurring charge to receive discounted international rates.

Article 2

Data Revenues Happen In The Strangest Places

186 words
24 September 2003
Communications Today
Vol. 9; Issue 160
English
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All mobile service operators hope to increase their revenues, right? So, why are they looking in all the wrong places? Telecom technology developers Kineto Wireless and Telular [Nasdaq: WRLS] each suggest that mobile operators start looking in the fixed environment to grow their data revenues.

These companies and others offering similar products no doubt have an eye on the marketplace's growing interest in replacing wireline phones and other telecom devices with wireless alternatives. ~~The Yankee Group predicts the wireline displacement market could be worth as much as \$50 billion by 2006, with more than 40 percent of all wireline calls migrating to wireless services.~~ For more on Kineto's and Telular's reasons for wireless carriers to look to the fixed world for data revenues, read the latest issue of Communications Today's sister publication, Wireless Data News. For subscription information, visit the "newsstand" at <http://www.TelecomWeb.com>. To get more in-depth news on hot issues in the wireless industry, visit the Wireless Data Channel of Telecom Web at <http://www.telecomweb.com/wirelessdata/feature.htm>.

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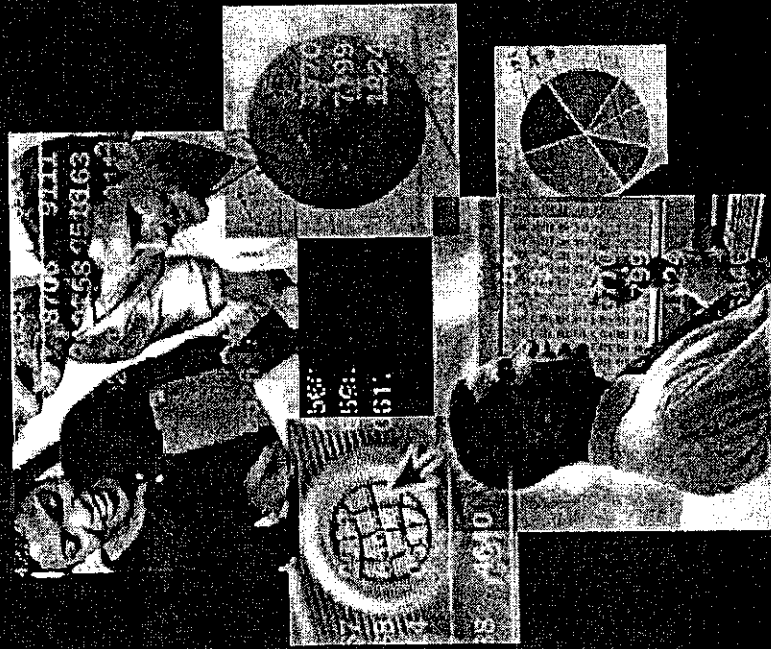
David Dorman
Chairman and CEO

October 1, 2003

Safe Harbor Provision

The following presentation contains "forward-looking statements" which are based on management's beliefs as well as on a number of assumptions concerning future events made by and information currently available to management. The audiences are cautioned not to put undue reliance on such forward-looking statements, which are not a guarantee of performance and are subject to a number of uncertainties and other factors, many of which are outside AT&T's control, that could cause actual results to differ materially from such statements. For a more detailed description of the factors that could cause such a difference, and for reconciliations of certain non-GAAP financial measures, please see AT&T's filings with the Securities and Exchange Commission. AT&T disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. This information is presented solely to provide additional information to further understand the results of AT&T.

AT&T: Operating From A Position of Strength

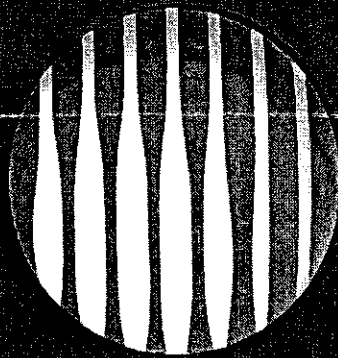


- Leveraging industry-leading customer portfolio and brand
- Executing despite a weak economy, industry pricing pressures and technology substitution
- Outpacing our peers on key performance measures and customer metrics
- Focusing on what we can control; Investing to drive out costs while also improving customer metrics
- Financial strength and stability make AT&T well positioned for recovery in spending and demand

Industry-Leading Customer Base; Award-Winning Portfolio

AT&T Business

- ~4M customers
- Serving virtually all Fortune 1,000 companies
- Award-winning product portfolio



AT&T

AT&T Consumer

- ~40M residential customers
- Market leader in long distance
- Expanding DSL and wireless offerings



AT&T 2Q'03 Results

AT&T continues to deliver solid results despite a sluggish economy and weak telecom spending

AT&T Business Services

Revenue \$6.4B
Operating Income \$597M
EBITDA \$1.7B*
Operating Margin 9.3%

AT&T Consumer Services

Revenue \$2.4B
Operating Income \$489M
EBITDA \$525M*
Operating Margin 20.6%

AT&T

Revenue \$8.8B
Operating Income \$1.0B
EBITDA \$2.2B*
Operating Margin 11.7%
Net Income \$536M

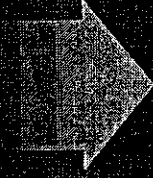
*AT&T EBITDA equals operating income of \$1.0B less depreciation and amortization of \$1.2B. AT&T Business EBITDA equals operating income of \$597M less D&A of \$1.1B; AT&T Consumer EBITDA equals operating income of \$489M less D&A of \$36M.

Business Services: Navigating in a Tough Environment

Economy
Oversupply
Substitution

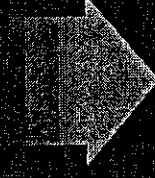
- Uncertainty persists
- IT spending constrained
- Job recovery remains key

**Lower retail
volumes**



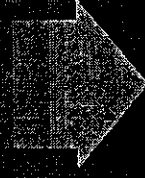
- Years of over-investment
- Bankruptcies and fraud have prolonged price recovery

**Pricing
pressure**



- Wireless and Internet technology
- Wholesale/retail mix shift

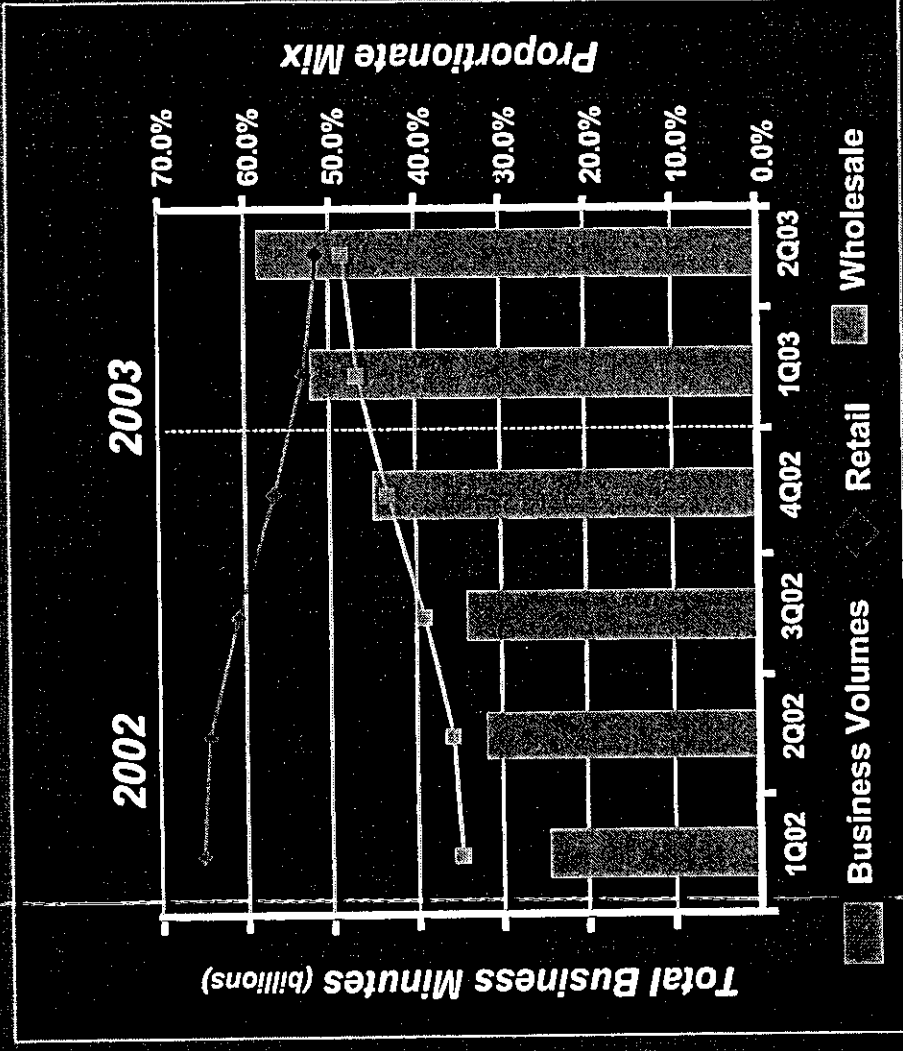
**Changing
revenue profile**



**Economic and industry forces are affecting current sector
performance; AT&T is well positioned for recovery**

Business Services: Moving Beyond Retail LD

- LD is not going away, in fact volumes are increasing, largely driven by the enterprise market
 - ABS Volumes +12% (2Q'03 y-o-y)
 - Total Volumes +4% (2Q'03 y-o-y)
- Strong wholesale volumes have more than offset the decline in retail volumes; trend is expected to stabilize
- Wholesale business provides operating income and helps recover fixed costs



Operating income benefits from wholesale business

Business Services: Migration from LD Voice to Advanced and Local Products

2Q'03

Non-LD
Businesses

45%

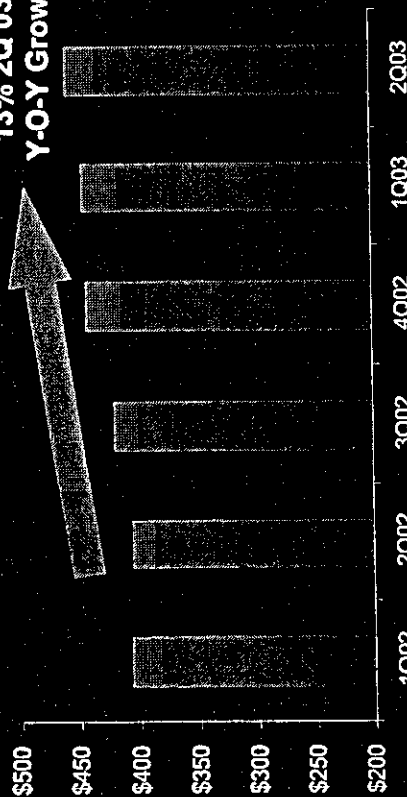
LD Voice

55%

LD Voice now
accounts for ~45%
of Business
Services revenue

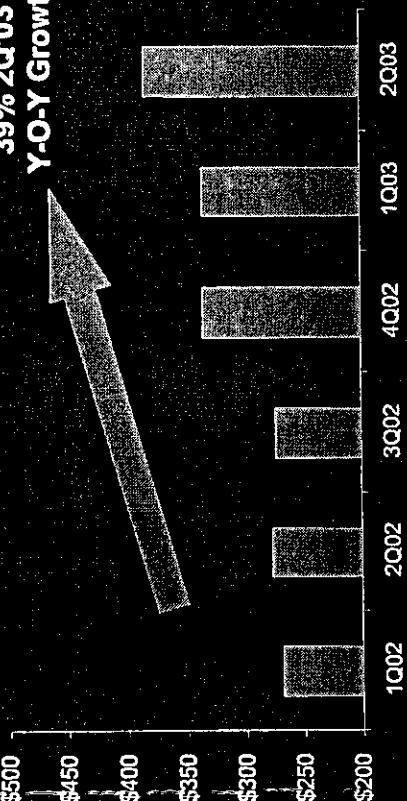
Business IP&E Services

13% 2Q'03
Y-O-Y Growth



Business Local Voice

39% 2Q'03
Y-O-Y Growth



Despite continued pressure on LD, AT&T has grown more leveraged to advanced data services and other non-LD products

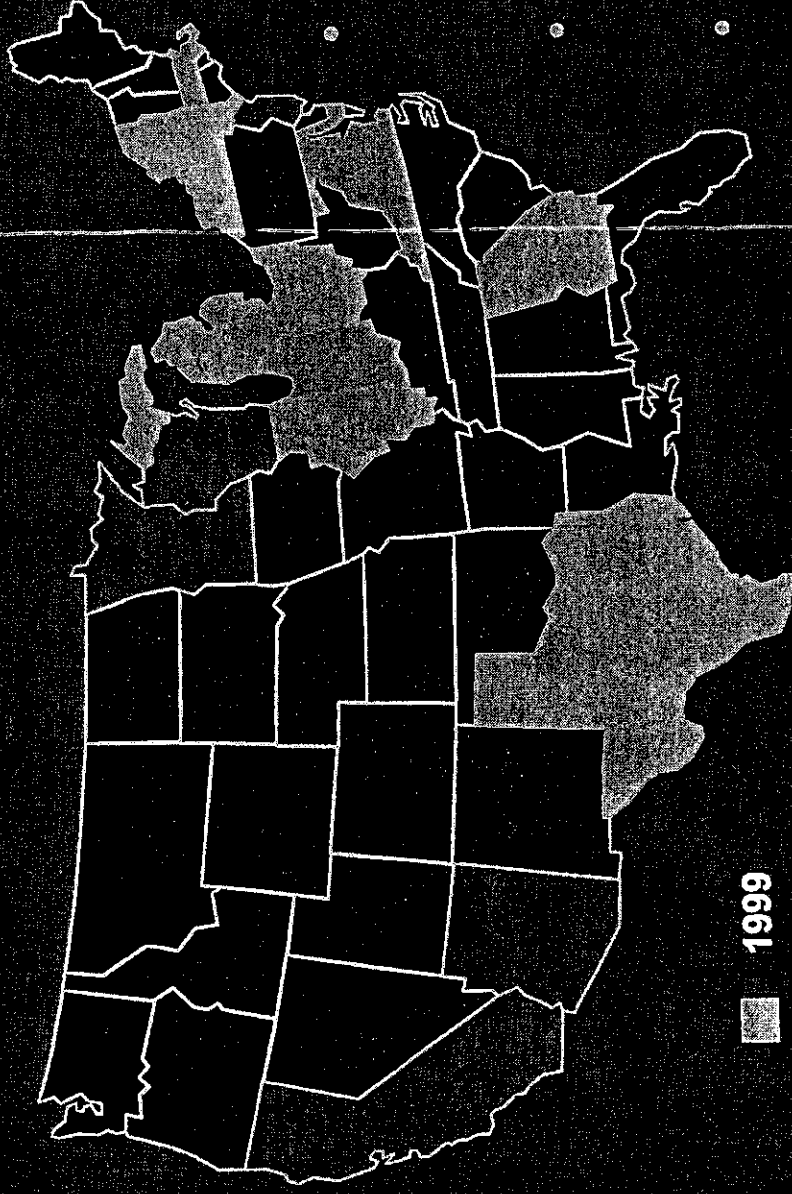
Business Services Strategic Vision

Leverage technology innovation to significantly improve our customers' total cost of ownership and operation

- Set new benchmarks for customer experience
- Lead the path to fully integrated, IP-enabled customer networking environments

Empower customers with the integrated networking services they need to successfully operate their businesses

Consumer Services: Changing the Competitive Landscape

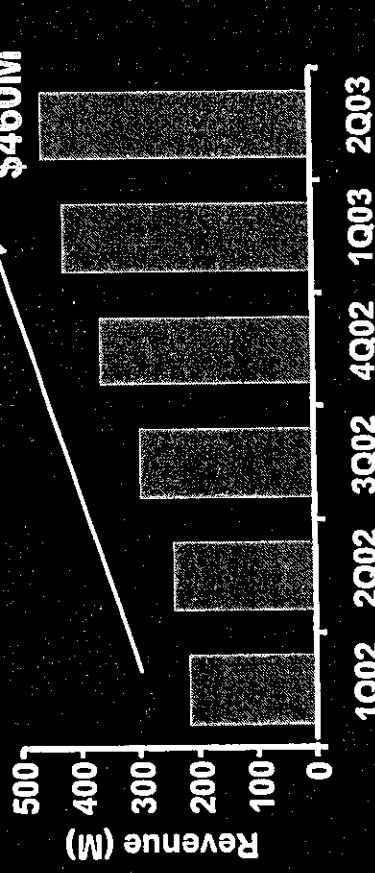


- Now serving over 3.4M bundled subscribers in 15 states
- Entering 35 states by year-end
- Targeted Approach: One Rate USA™
- Gaining efficiencies in new market entries

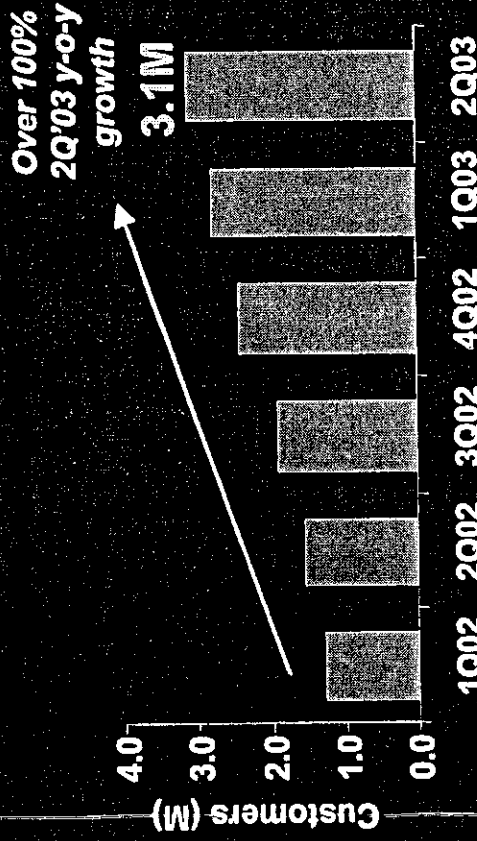
Consumer Services: Positioning for the Future

Migrating from long distance provider to bundled service provider

Bundled Revenue

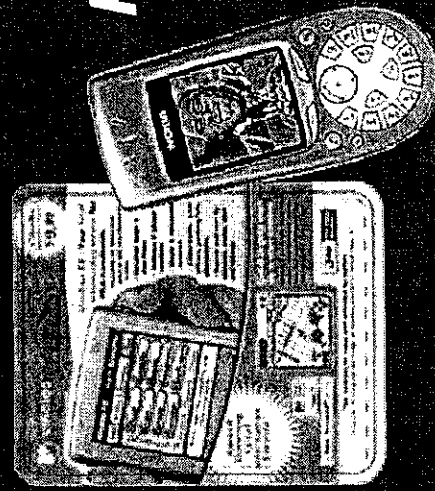


Bundled Customers



AT&T is successfully migrating customers to bundled offerings (>19% of total Consumer revenue at 2Q'03)

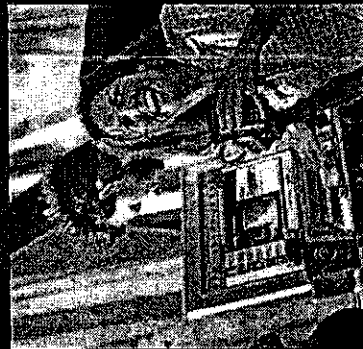
Consumer Services: Delivering A Broader Product Mix



*Wireless
Partnership*



VoIP

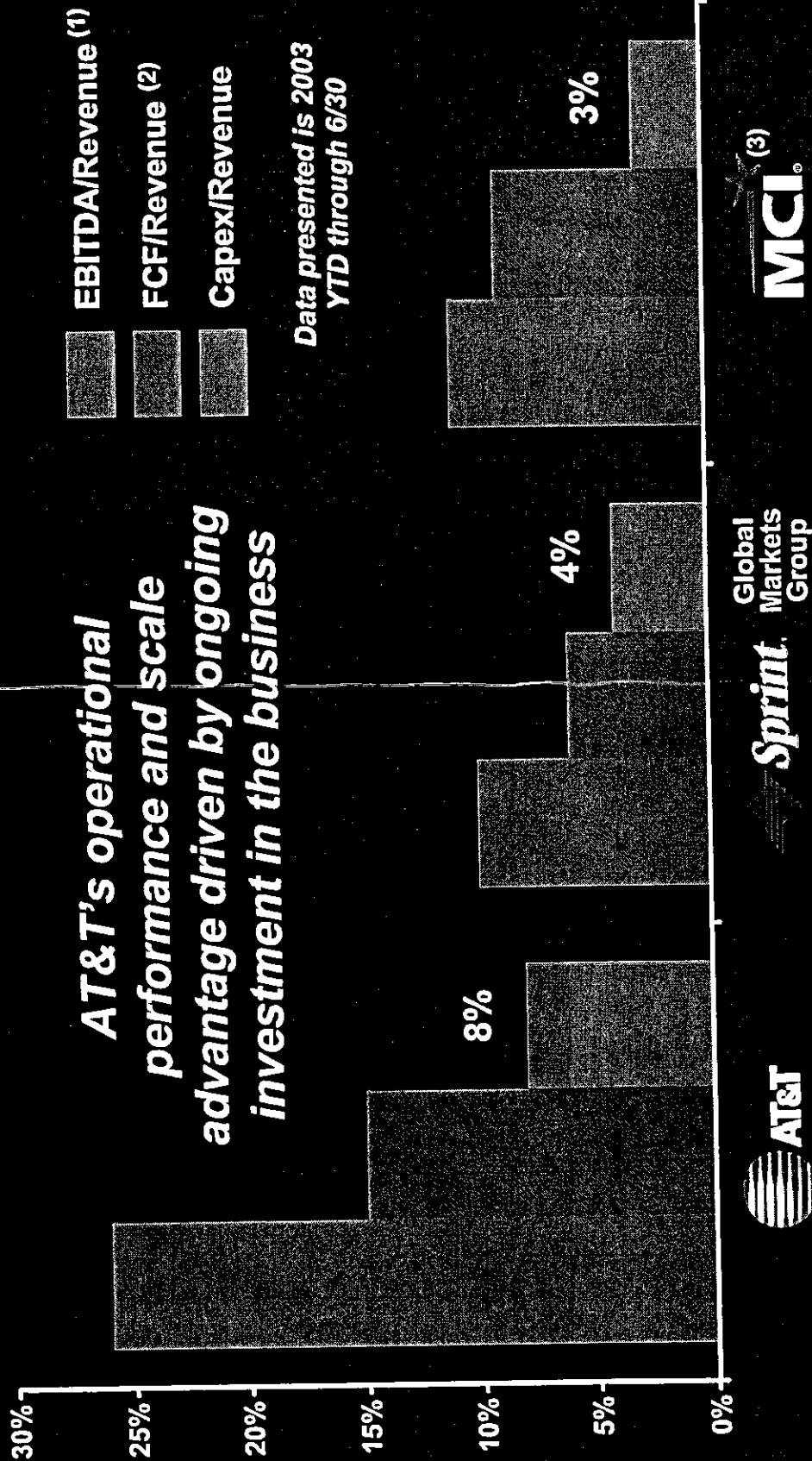


DSL Partnerships

COVAD

AT&T: Outperforming Peers in a Tough Market

*AT&T's operational
performance and scale
advantage driven by ongoing
investment in the business*



1) EBITDA reflects operating income less depreciation and amortization

2) AT&T free cash flow (FCF) is defined as cash flow from operations less cash used for capital expenditures; For FON Global Markets Group and MCI/WCOM, FCF reflects EBITDA minus capex

3) MCI/WCOM Operating results exclude Embratel

AT&T: Investing For The Future

2003 Capital Spending Profile

Total Capex: ~\$3 Billion



Maintenance
Process Excellence / Customer Experience
Demand and Access Initiatives

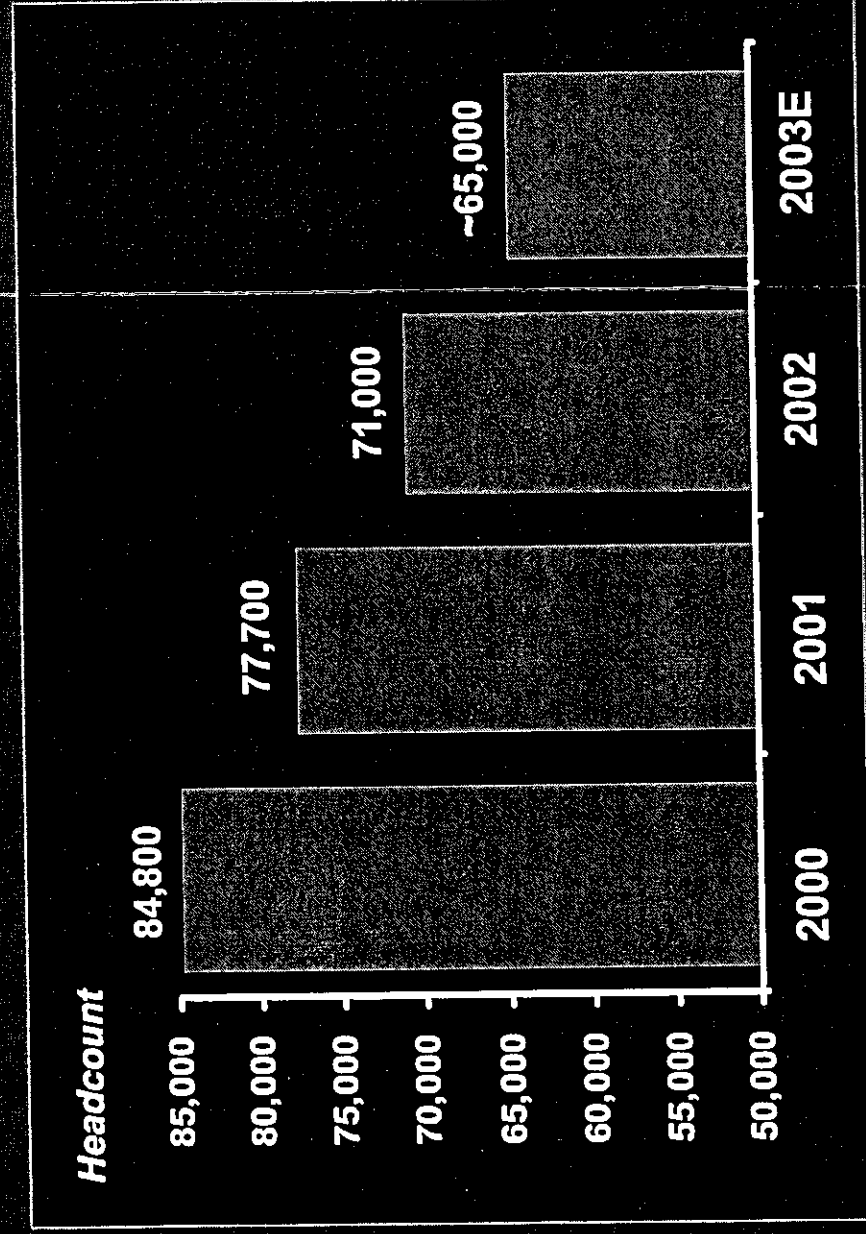
} AT&T is investing \$700 million in 2003 to drive costs out of the business through process and customer experience improvements

Integrate, Automate, Simplify

Process investments drive cost and scale advantage

Driving Labor Efficiencies

AT&T is reducing total headcount by 9% in 2003



- Annualized cost savings should exceed \$500M in first full year after plan completion
- Redesign effort has reduced corporate management layers in half, from 14 to 7

AT&T will continue to drive out costs through automation

Headcount numbers exclude divested AT&T Wireless and AT&T Broadband businesses

Investing in Process Excellence

**Cycle Time
Headcount
Provisioning**

- Driving labor efficiencies around network and customer care
- Reducing provisioning time and eliminating rework by automating processes
- Tangible improvements in billing and contract simplification

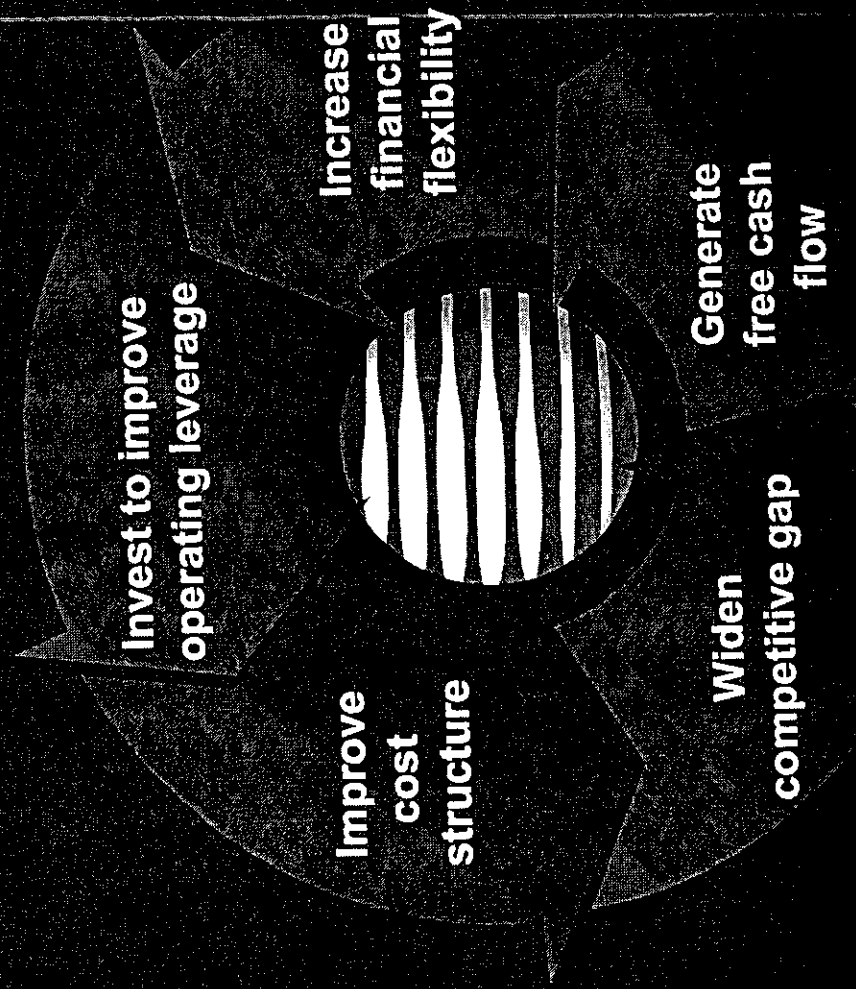
**Over \$500M in
Annualized
Cost Savings**

**Double-Digit
Improvement
in Customer
Metrics**

**Network
Efficiency
Customer
Satisfaction
Profitability**

Financial Strength and Flexibility

Free cash flows create a "Virtuous Cycle" of process and cost improvement, heightening our competitive differentiation

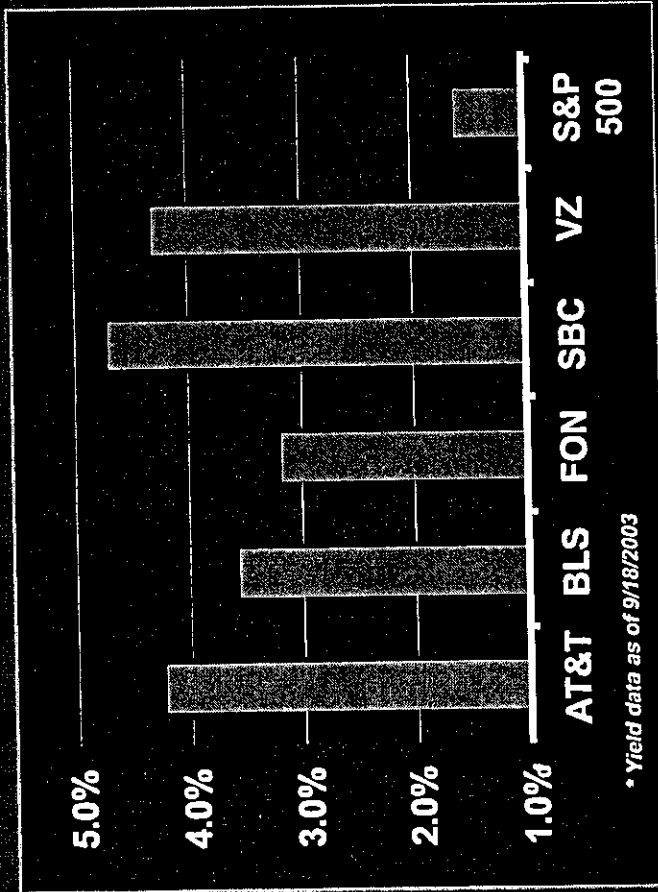


- Significant free cash flows expected through remainder of 2003
- AT&T will continue to invest capital to widen the competitive gap
- We are one of the few companies improving its balance sheet while investing in the future

Balanced Financial Approach

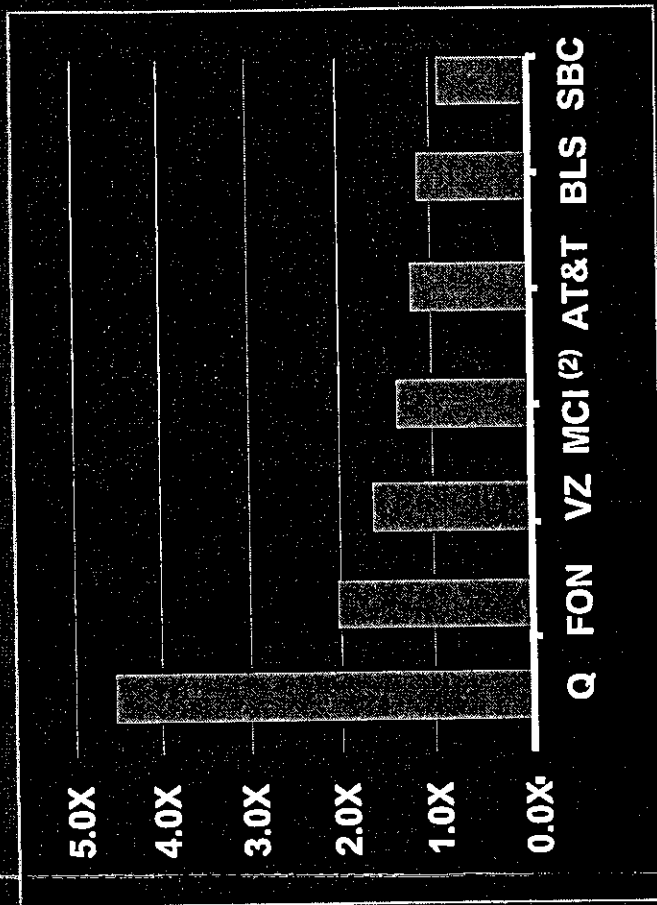
Attractive Dividend Yield *

AT&T's 27% quarterly dividend increase has raised our yield to more than 2X the S&P 500 average and in-line with the industry



Net Debt to EBITDA ⁽¹⁾

AT&T's 1.2X ratio is above our IXC peers, and on par with the RBOCs



Source: Company filings.

⁽¹⁾ Net debt as of June 30, 2003 of \$10.8B is defined as total debt of \$17.5B, less cash of \$5.3B, restricted cash of \$0.5B and net foreign debt fluctuations of \$1.0B. EBITDA for the last twelve months as of June 30, 2003 of \$9.2B, is defined as operating income of \$5.3B less depreciation of \$4.9B and the 4Q02 AT&T Latin America impairment charge of \$1.0B. Net Debt as of June 30, 2003. EBITDA figures are last four quarters to June 30, 2003, unless otherwise noted.

⁽²⁾ WorldCom net debt assumed at \$4.5B based on re-organization plan. MCI EBITDA based on annualized July 02 - May 03 EBITDA.

Well Positioned for the Future

Returning value to shareowners while investing in AT&T's long-term leadership and success

- 2Q'03 Net Debt* of \$10.8 billion; Targeting net debt of <\$10 billion by year-end 2003
- 1H'03 free cash flow** of \$2.7 billion; Expect continued significant free cash flows through remainder of 2003
- 27% quarterly dividend increase enacted
- Executing \$2B debt buyback
- Driving ongoing investment to widen AT&T's competitive advantage and market differentiation



* Net debt is defined as total debt of \$17.5B less cash of \$5.3B, restricted cash of \$0.5B and foreign debt fluctuations of \$1.0B
** FCF defined as cash flow from operating activities of \$4.4 less cash spending on capital of \$1.6B